## HOTEL Richmond

UNDER NEW OWNERSHIP

Luncheon, 12-3, Dinner, 6-8, \$1.00, P. M., \$2.00. P. M., \$2.00.

Dancing Mezzanine Floor Every Night 9:-11:30.

Meyer Davis' Orchestra.



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Vice-President, 8. T. Leaming:

Raymond Mussey Treasurer, Ralph Dombrowe Address commu-nications, contri-butions or sug-gestions for Truth to S. T. Leam-ing, Chairman of Publicity Commit-tee.



Aradon means

Ralph Dombrowe Dallas Holloman

E. N. Ezeklel R. P. Harrison Address all com-munications relat-ing to member-ship and club af-fairs to Raymond Massey, Secretary, P. O. Box 239.

DIRECTORS

S. T. Learning Inymond Mussey

# Best

Coffee Tea

#### DO YOU REALIZE THAT

A misdirected letter, bill or delivery may cost you several times as

Richmond City Directory-Subscription Price, \$10,00

HILL DIRECTORY COMPANY, Inc.

823 Mutual Building.

Buchanan's

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The Safe-Cabinet 'The World's Safest Safe' Bears the Highest Endorsement of the Underwriters' Laboratories.

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THE SAFE-CABINET COMPANY. M. M. Friedman, Agency Manager 13 North Seventh St. Madison 207. Richmond, Va

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Certified Public Accountants. Richmond, Va. Lynchburg, Va. Raleigh, N. C.

SPUER'S
FLAVORING EXTRACTS

17 HIGHEST MEDALS

Largest Selius Brand in U. S. C. F. SAUER CO, RICHMOND, VA.

Help the

I. V. N. A. TODAY

Pay Liberally

for a Tag

**MORRIS HUNTER** 

113 N. Eighth Street

Let Mr. Jorg show you that photo of 40,000 lbs. of Corby Cake shipped day-Sold with Dat

prich advertising.

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319 West Broad Street.

Oldsmobile

COLUMBIA STORAGE

BATTERIES.

Phone Randolph 400

Grant

Saxon

TRUTH Is Edited This Week by Women's Advertising Club of Richmond Miss Dorothy Sage, Editor

Assisted by Miss Virginia Roberts Miss Lillian Ailen Mrs. Eudora R. Richardson.

Miss Idella Dizan Mrs. Hah W. Polhill Mrs. Gertrude S. Hobson

Why? Why is the Women's Advertising Club of

For a number of years women here who are actively engaged in the business of advertising, buying and seiling have felt the need for a closer relationship and an opportunity to discuss their problems and plans... They have felt the need of a clearing-house for their ideas.

An advertising club where methods of advertising, buying and setting might be discussed and valuable information exchanged. where concerted action toward better advertising might be taken, seemed to offer the logical fulfillment of the need.

The Richmond Advertising Club was also interested in the formation of such an organization, with the result that, by putting two and two together, a cmmittee, composed of Mr. E. N. Ezekiel, Mr. M. S. Knight and Mr. Robert Saville, representing the Ad Ciub. met with a group of thirty women March 29th and launched the Women's Advertising Club of Richmond. Once each month the clubs hold a joint meeting. Other meetings are held separately for the discussion of problems peculiar to each organization.

The Women's Advertising Club is affiliated with the Associated Advertising Clubs of the World through the Richmond Advertising It has now forty-two members and a long list of names on application before the membership committee.

Utility

An eminent teacher of advertising has said that the average buyer is guided in making his purchases by intellect or emotions, and that accordingly every advertisement must appeal to one or both of these faculties. From this thes:s it follows that an article to be sold should be beautiful, delicious, fragrant, meiodious or comfortable—and, if none of these adjectives apply, highly utilitarian.

There have been those with whom the aesthetic carried more weight and others ings account would grow! eternally in search of the practical. With the signing of the armistice there was an immediate diminishing of the latter portion of

Numbers of merchants attest that where take its rightful place as one of the com-the choice lies between an article of known pelling factors of many purchases. There durability without showy qualities and another would be a consequent decrease in living perishable but more nearly up to the minute, costs, and much could be done to lift the the tendency of the buyer today is to decide blame so often unjustly placed by the pubin favor of the less sensible purchase. In lie upon the merchants for soaring prices other words, there is greater demand for and poor quality.

Mosmiller

**FLORIST** 

All the season's flowers are

here with all their beauty and

**Electric Motors** 

Repaired

QUICK SERVICE

Wingfield & Hundley

We Want You on Our Books

fragrance.

Speaker for Today

GOVERNOR WESTMORELAND DAVIS The Governor has an interesting message for all advertising men, and it be worth your while to be present.

FRIDAY, MAY 14, 1920

Two Prizes Today. 1 box of full-fashioned silk sox by Thal-

1 straw hat by Gans-Rady Company. Be on time-12:55 sharp. Place: Business Men's Club. Visiting Advertising Men welcome

luxuries than for necessities, with a conseand necessities. For example,, there was a day when cotton stockings were thought by most of us quite good enough for many occasions. The increased demand for silk stocklabor is not altogether easy to procure, has

In a Southern mill some weeks ago a welrotion, canvassed the young men who daily power cannot wrench from you. ome under her observation to and out now many silk shirts each boy possessed. The slik shirt owners were proud to admit the All this with silk shirts from \$12 upward. and made of material guite unsuited for many washings!

Have you ever formed the habit of watening the feet of passersby? There is nothing more expressive, nothing more characthe purpose of getting an insight into the mind of the wearer. It is distressing, morewearer to and from work each morning for a season and perhaps supplied the shaky foundation for her aching body during days of standing. If the little god Utility could but whisper warning in the ear of the poor wearer, whose only god is fashion, how much healthier, better looking and more comfort-

able she would be and how surely her savsociety, and instead of a corresponding increase of the beauty lovers, there sprang into being thousands of worshippers of the epheneral, thousands seemingly bent upon outstripping the other fellow in the purchase of today's fads and tomorrow's castaways. Utility has been one of the little gods to be 1 orgotten.

Affection

Affection-its power is limitless. Out of it and the desire to please have grown all the big enterprises of the world. Ambition, pride, self-confidence and all vital factors have had affection for their motive power. Kindly feeling for some one inspires the good deed. Desires for homes, luxuries, are realized by the strength of one's attachments. It is only the inanimate that cannot be awakened thru some one particular thing or person to strengthen every force in order to gain that which is desired

Through affection, a man will take an old, worn, book and handle it as tenderly as he quent increase in the price of both luxuries would a child, caress the binding, run his hand gently over the pages of the cherished volume. The thoughts conveyed in the little book have awakened memories of ideals. The same thing is true of real lovers of pictures. ings has called for more workers, and, since of scenery. How often have we gazed at a sunset, and seen reflected there all glories and beauties of our Creator! lessened the output of cotton stockings and there is born the desire for worthiness; ideals caused an inferior quality of both cotton and are born through tenderness, good business through ideals, good advertising through truth, and good salesmanship through the desire to please. A clientele built through are worker, with more curiosity than dis- affection and confidence means an asset that

It behooves us not to abuse that which we have gained, for whether it be a man's love information was not hard to procure, for the for his dog, a sportsman's love for adventure or love for sweetheart or family—if you hurt possession of a dozen or more, and not a have lest all. For affection sells diamonds, young man questioned owned less than six, automobiles, candy, books, builds and furnishes homes; raises dynasties and builds nations. Annex then affection to truth ,and you have reached your goal.

Self-Preservation

Self-preservation is a primal instinct of ing more expressive, nothing more characteristic than feet. Feet may be studied for this does not mean preservation of self alone, but the preservation of family and species even though self be sacrificed.

A bird will take fright at a fox and fly over, to discover how many feet are topped by brainiess heads. How unsightly is a broken wing and flutter along a few feet in protecting its young will feign a broken wing and flutter along a few feet in front of the fox in imminent danger of its own life in order to lead the marauder away from the nest.

The cave man by running away could probably save himself from the attacking party, but he prefers to stand at the entrance of his crude castle and fight to the death rather than desert his mate and children.

In advertising, we appeal to the primal in-stinct such as self-preservation, but we are If Americans would once more consider utility, demanding airst the necessities, there would be lewer people employed in the making of luxuries and more in the extent to which we can make these instincts serve our purpose and the interest of our prospective buyers. People buy shoes, clothes and houses primarily to protect themselves from

> appeal to other and more varied instincts.
>
> It is, therefore, necessary in appealing to man's desire for profit and self-interest that we should never forget that the strongest appeal is to his primal instincts, and that self-preservation is undoubtedly the strong-

APRIL SHOWERS

Will not interfere with your motoring if your car is equipped "NEVERLEEK" Tops.

Seat Covers Tailored to fit from any of the large assortment of patterns we

Auto Top & Trimming Co., Inc. 1016 W. Broad



Through Correct Glasses Richmond Optical Co., Inc.

See Truly

Nothing Like It-

HONEY FRUIT Deliciously Different

Made in Richmond-Sold Everywhere. FRANKLIN CARO CO.,

Stocks-Bonds-Notes

EUGENE R. JONES & CO.

Telephone Madison 7147. "Centinuous Quotations.

as well as print

TRY US

Williams Printing Co.

11-13-15 N. Fourteenth St.

Phone Madison 989

American Audit Company

PUBLIC ACCOUNTANTS.

CONSULTING ACCOUNTANTS.

Home Office. 100 Brondway, New York.

ALLAN TALBOTT Resident Mgr.

Phone Randolph 961.

Satisfaction Go to

Southern Auto Repair

Company, Inc.

920-922 West Broad Street,

Richmond, Va.

Richmond Branch, 214 Amer. Nat'l Bank Bldg

Business Systems Cost Systems

We Think

#### Better Printing-Better Advertising

The Short of Better Printing Garrett & Massie, Inc. 1200-11 E. Franklin Street Madison 7394

Guilding on Glass, Cornice Signs Show Cards, Bronze, Brass Nickel and Etched Glass Signs Pressed Metal Signs Made in

Large Quantities. Grace Sign Co.

116 North Seventh Street.

### **STEREOS** and MATS

Ad Club Members can get quickest and best service in

VIRGINIA STATIONERY CO., Ninth and Cary

PRIME RIBS

OF BEEF

**Richmond Cafeteria** 

he Oldest Agricultural Journa

Circulation, Over 100,000

Established 1840

The Southern Plante

Offices: 28 North Ninth Street

P. O. Drawer 1236

Richmond, Va.

Place Your rder Now for Awnings. Avoid the Rush Richmond

Awning Co.

214 North Ninth Street. Phone Madison 2182.

Nails! Nails!

Newton-Woodward

Hdw. Corp.

body

616 East Broad Street.

he Hardware Store for Every-

This Space Reserved for

COTTRELL SADDLERY CO.

WATCH IT

Telephones: Mad, 9452, Ran. 1552 CHER'C ODA

Cor. Ninth and Broad Streets,

But the only SURE way to get ahead—out of the plodding class— is to work and save.

The Union Bank of Richmond

1104 East Main Street.

Few of Us We Will Do Anything a Good Bank or Trust Company Can Do for You. are willing to plod along, working and saving, when we catch the glamour and glitter of get-rich-Resources, \$42,000,000

First National Bank The Oldest Bank in Richmond.

Interest in Savings Department Begins the First Day in Each Month.

Thy Not Rent a Safe Deposit Box



The Ediphone ARNEGIE OFFICE SUPPLY CO 726 Enst Main Street.

THE REAL ESTATE AGENTS WHO SELL

Advertising Planned, Prepared and Profitably Placed.

ALLAN, SAVILLE & SNEAD, Inc. 501-2-3 Va. Ry. & Power Bldg Phone Ran. 3326-3327

MADISON 3510. Has the Smack That Other Lack.

Fried Filet

Virginia Trust Company

The Safe Executor

Please Remember This-Our Business Is That of Acting as Executor,

Guardian and Trustee.

Established 1892-Twenty-Eight Years Ago-for That Purpose.

Early for

Wynne's

Ice Cream

RICHMOND, VIRGINIA.

of Sole

Brown Print Shop

Sydnor Pump and

Well Co., Inc.

1310 Cast Main Street.

Richmond, Va.

Judicious

Buying

Rogers-Peet Clothes, all wool, fast colors, save half the custom tailors' fee and last longer.

Kirk-Parrish Co.

**Maccar Trucks** 

KING-WILSON MOTOR CORPORATION



#### Day-Elder Worm-Drive Motor Truck 1 to 6-Ton Capacity Note first, that DAY-ELDER TRUCKS are built of very finest materials money can buy, and, second, they are the most reason-ably priced WORM DRIVE trucks on the market. INVESTIGATE:

KLINE WAR SALES COMPANY, 605-613 West Broad Street. Richmond, Va.

Every Wednesday and Friday

Tenth and Main.

Frank Moriconi & Co.

The CADILLAC EIGHT

JONES CAR CO. Inc

Dodge

Brothers

here Governor Street Meet Franklin, Richmond, Va. Phone Madison 1896.

Water Supply Equipment

THRIFT

405 East Broad Street.